

### Claims

1. An aqueous alkaline cleaning agent having the following composition:
  - A) 2 to 30 wt. % of a compound having an alkaline reaction in an aqueous medium,
  - B) 1 to 30 wt. % of a complexing agent,
  - C) 5 to 40% of a compound with at least one hydroxyl group,
  - D) 1 to 15 wt. % of a surfactant based on fatty alcohols,
  - E) 1 to 30 wt. % of a rinsing auxiliary agent,
  - F) 0 to 8 wt. % of water-soluble colorants and builders,
2. Use of the cleaning agent according to claim 1 for cleaning PVC surfaces, in particular PVC profiles.
3. Use according to claim 2 characterized in that the cleaning agent acts upon the PVC surface for one second to 30 minutes.
4. Use according to claim 2 or 3 characterized in that the cleaning agent acts onto the PVC surface at a temperature of 10 to 80°C.
5. Use of the PVC surfaces cleaned according to claims 2, 3 or 4 for adhesive bonding.
6. Use according to claim 5 characterized in that the PVC profiles are adhesive bonded with or without surface pretreatment and films.
7. Use according to claim 5 or 6 characterized in that, before adhesive bonding, the cleaned PVC surfaces are pretreated mechanically, physically, chemically or electrochemically, in particular by applying an adhesion promoter or primer, by flame treatment or by corona treatment.
8. Use according to one of claims 5, 6 or 7 characterized in that the adhesive is a moisture-reactive polyurethane melt adhesive.